

the
finished
space

Dealer Edition

10 Tips to Help Contractors
Improve Customer Satisfaction &
Increase Repeat Business

PAGE 16

2020 Trend Watch
Finish with Color

PAGE 20

One Panel Mould Product,
Five Different Ways

PAGE 10



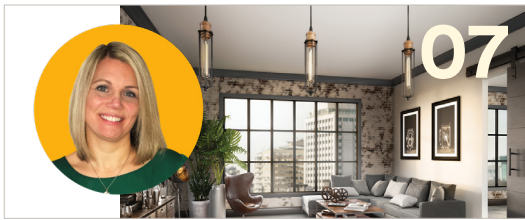
CONTENTS



03

Designer Spotlight: DLUX Design

Meet Rosemary Cappellano, Owner of DLUX Design & Co., an interior design and design-build firm based in Winnipeg, Manitoba. In a recent interview, we discussed design trends, materials that make a home stand out and what Rosemary looks for in both manufacturer and dealer partners.



07

Metrie Ambassador: Ann Hamel

Ann, a long-time Metrie employee, is a passionate, enthusiastic Metrie sales rep who has built lasting and trusted relationships with the dealers in her area. Get to know Ann through a conversation with her and customer Bob Brown, from Iverson's Lumber Company.



10

One Panel Mould Product, Five Different Ways

As homeowners become more knowledgeable and more involved in choosing building products for their home, the professionals who work with them are increasingly challenged to help them make the best moulding selection for their home's style. This article offers five inspiring room designs using panel mould and includes helpful tips for homeowners and pros alike.



16

10 Tips to Help Contractors Improve Customer Satisfaction & Increase Repeat Business

Repeat customers are vital to the success of contractors. We've put together a few simple tips any contractor can use to help ensure their homeowners are happy. Share this with new and seasoned contractors you work with to help them make the most of their next home remodel project.



20

2020 Trend Watch: Finish with Color

See how colors of the year from Benjamin Moore, Sherwin Williams and Valspar can be used to enhance your customers' space—as well as their mouldings.



Designer Spotlight: DLUX Design

Meet Rosemary Cappellano, Owner of DLUX Design & Co., an interior design and design-build firm based in Winnipeg, Manitoba. In a recent interview, we discussed design trends, materials that make a home stand out and what Rosemary looks for in both manufacturer and dealer partners.

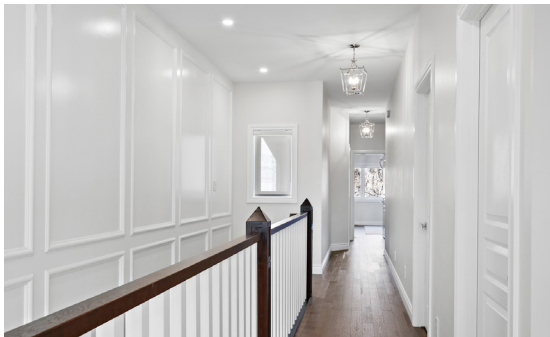
Audience

Dealers, Designers

We all know if you're not in the spec, you're not in the build. But getting the products you carry specified in residential construction is increasingly difficult. Homeowners have access to more design inspiration today, from magazines and TV to Pinterest and Houzz, than ever before. They know what they want, and they're not afraid to ask for it.

Dealers looking to reach demanding homeowners do best when they're partnered with reputable local designers. These designers can take a few screenshots or Pinterest boards and turn them into a dream home. If you're set up as a trusted supplier, designers will come back to you, again and again, to help make each project a success.

We reached out to Rosemary Cappellano, Owner of DLUX Design & Co., an interior design and design-build firm in Winnipeg, Manitoba, to talk to her about design trends, materials that really help a home stand out, and what she looks for in both manufacturer and dealer partners.



A Moulding Product for Every Project

DLUX's services run the full spectrum from simple powder room updates to full-home renovations and new builds. They look for products ranging from affordable moulding and door kits to more

elaborate finishes. Homeowners these days are looking for modern farmhouse aesthetics, feature walls using shiplap and modern crown moulding profiles.

And while clean lines and contemporary details are popular, Cappellano and the DLUX team are also ready to help clients preserve the unique characteristics and look of some of Winnipeg's older homes.

"For those projects, we are able to use lots of Metrie wall application details and crown moulding. We'll pair it with traditional baseboard and door profiles," she says.

From Vision to Reality

Cappellano acknowledges that the prevalence of online design resources means many clients come to her with a preliminary map of their vision. However, where they rely on her is to help them identify all the details in an image that combine to create the aesthetic they're hoping to capture.

Many times, homeowners are able to identify individual features, like a bedspread or lighting



fixture, that they really love, but they aren't always able to articulate what about the entire room catches their eye. That's where Cappellano and her team come into play, helping clients understand how moulding and trim are vital to creating a cohesive style within a space.

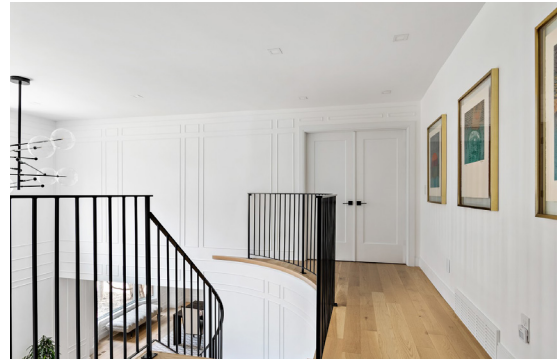
And they get help from Metrie as well. Not only does Metrie offer resources such as [regional catalogs](#) and [a style quiz](#) on their website to help Cappellano's team work with clients to narrow down their style, but their sales reps are invaluable as well. Metrie's reps not only help communicate the moulding and door trends they are seeing in the region, but they also share product knowledge, recommendations and installation techniques to ensure designers, builders and contractors have all the information they need to help their clients.

The next step is ordering samples. "We have an amazing Metrie rep, Marc Duprat. He understands that when we want to see something, we want to see it quickly. He gets us tangible samples so we can do mock-ups for our clients."

These mockups are critical in helping a homeowner visualize what the room will look like when it's done. "We want to sell the story to the client so they have the look and feel of what the wall would look like. Having the samples and resources to create the picture for the client is critical in rolling out our vision."

Bringing Value

When it comes to adding to where a client sees value in a design, Cappellano says trim and moulding are underutilized interior finishings. "So often, when we're looking to increase value and elevate a room or full house, it is really distinguished by creating more of a picture or story. Using Metrie's products really do that."



She says DLUX clients love the variety of options available. "Metrie has such a great range of contemporary and traditional profiles, and mixing those aesthetics creates a great experience for our clients. It elevates a room significantly and the cost is actually quite minimal for the impact."

Keeping Designs Up-to-Date

Along with adding value, trim and moulding can help update the look of a room or the entire home, too. Cappellano and her team love the shift to more modern profiles, as well as the opportunity to combine classic and contemporary looks.

"Ten years ago, trim installation really fell under the more traditional vibe. However, over the last ten years, the ability to use this material in modern options has expanded. It's transcending design aesthetics, and we can use the Metrie product irrespective of the design aesthetic. What we're finding is there's a really good collection of products."

As aesthetics change, the opportunity to use trim and moulding in more creative ways has evolved too. Cappellano is a big fan of new modern door designs, as well as combining trim outside of traditional baseboard and crown applications.



“DLUX owns a cabinetry company, and we’re mindful of how to integrate both products. For a recent home office project, we used a lot of trim and crown moulding. It’s not just a product you use around walls and doors. We were able to incorporate it into our cabinetry too [pictured above], and it was a really good fit and accomplished the look we were really looking for.”

Cappellano’s favorite line of Metrie moulding is the Very Square Collection. “It offers simplicity but we can also do applied trim. We like the building blocks the line offers.”

Get in the Spec

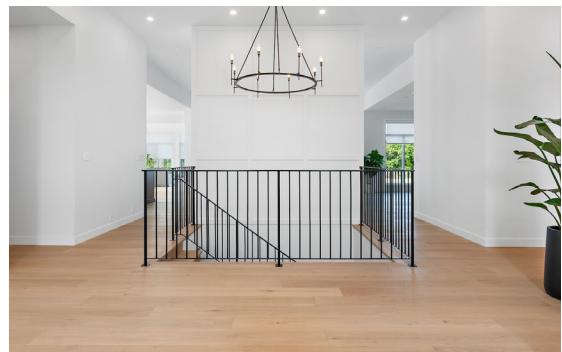
DLUX has trusted dealer partners who supply all the materials needed for each project. For Cappellano and the designers on her team, finding a dealer they’ll come back to is about three things:

- Service
- Knowledge
- Stock

She wants to work with someone who is accountable for their materials and delivery, knows the complete product selection so they can work to find the right pieces, and has enough product in stock to keep her projects running on time and on budget.

“By the time we get to the dealer, the design is planned and we’ve got the samples. It’s a matter of executing the order and meeting the lead times.”

And for the DLUX Design team, quality and harmony of the final finished product is everything. “We usually do more than just baseboards and casings, and Metrie allows us to keep all the products under one house.”



DLUX values the relationships they build with their dealers. “We have a good appreciation of what they’ve done to get us the products we need. If we’re paying a little more for service and relationships, there’s value to us in that.”

For design inspiration to share with your designer and homeowner clients, visit [Metrie.com](https://www.metrie.com) and [@dluxdesignandco](https://www.instagram.com/dluxdesignandco) on Instagram. 🌟

Metrie Ambassador: Ann Hamel

Ann, a long-time Metrie employee, is a passionate, enthusiastic Metrie sales rep who has built lasting and trusted relationships with the dealers in her area. Get to know Ann through a conversation with her and customer Bob Brown, from Iverson's Lumber Company.

Audience

Dealers



At Metrie, relationship building is at the heart of what we do. Our dealer partners have busy builder clients looking to meet the specific needs of their homeowner customers. To do that, they can choose from any number of moulding and trim suppliers, so we're always pleased when they choose Metrie.

Our Metrie sales reps are instrumental to our success. And while their job may appear, on the surface, to be about promoting our products, in fact, what they're doing is building lasting and trusted relationships that benefit both the rep and the dealer.

We sat down with Metrie's Key Account Manager, Ann Hamel and one of her customers Bob Brown, from Iverson's Lumber Company in Highland, Michigan. We wanted to get an in-depth look at why Bob has chosen to do business with Ann and, by extension, Metrie over the years.

Back Again

Ann is a long-term Metrie employee. She joined us in 2005, and though she left and moved across the country for a few years, we were pleased to see her back in 2017. She's been Iverson's Metrie rep throughout her career.

Bob was glad to see Ann back, too. "She is really passionate. It's good to be around a salesperson like that who has the enthusiasm to bring you along."

And Bob wasn't the only one happy to see her back. Ann's manager, Kyle Marshall, had this to say: "Ann is one of the most passionate, energetic and driven individuals I have ever worked with. She is convinced there is good inside everyone and is determined to help folks draw out the best versions of themselves."

A Friendly Face

Ann is a regular presence at Iverson's, and popular too. Bob says, "She doesn't just stop and talk to me, as the manager and purchaser. She talks to our salespeople. She talks to folks at the counter."

But she's not just there to chat. Iverson's receives Metrie deliveries twice a week. "She stays on top of our account.



"She brings us all the current trends as far as what styles people are using out there, even outside of our market. And she meets with our builders and tries to keep them up-to-date as well."

Iverson's stocks a wealth of Metrie products, and their builder clients love having ready access to samples, particularly from new product lines, to show customers, rather than relying on online pictures.

Both Bob and Ann are big fans of the [Option {M} product line](#).

"We redid our showrooms this year, and are featuring Option {M}," Bob says. "A lot of our builders are really enjoying the fact that we have it right here on display. It's moulding with a purpose. We can show our customers the Bohemian, Shabby Chic, or the Vintage Industrial, whatever they need to see."

Ann's also an Option {M} fan, but she has a close runner up. "[Metrie Complete](#) comes in a close second as I learn more about how it can help my dealers to differentiate themselves and simplify their customers' projects."

No More Racing to the Bottom

That differentiation is something both Bob and Ann talk about.

Ann says, "The race to the bottom when selling is no fun for anyone. Currently, Metrie has the ability to help our dealers differentiate themselves in the market through the use of our Option {M}, Collections, and Complete product lines

including additional capabilities available through our manufacturing plants.”

Bob agrees. “That’s another large thing that Ann brings: trying to get people away from the race to the bottom as far as the price goes. In the past, we were always so focused on being priced less than the guy down the street. We ended up selling a ton of commodity products.

“Today, we’ve shifted our focus a bit to selling higher-quality, value-added products, and it’s much better for everyone. And Ann represents that better than most.”



Going Beyond

Ann’s approach as Iverson’s Metrie rep means going beyond traditional tasks like providing product literature, and Bob is grateful for the support.

“In the lumber business, it’s an old school type business. And so you get a rep like Ann, who is passionate and forward-thinking, it can make a big difference. She even helps us navigate the digital world. Pinterest and Houzz: that’s confusing for a lumber dealer.”

Bob’s learned to be a fan of Metrie’s online tools. “One of the tools that I use is the [Option {M} style quiz](#). Once I do that, I know the customer’s not going anywhere else. That’s what actually makes the customer say, ‘Well this is where I’m going to buy from’ as opposed to just being worried about the price.”

Ann was there too, as Metrie made operational changes, and Bob appreciated the support.

“During the transition from the Metrie sales office in Detroit to the office in Chicago, Ann really put a personal touch on making that transition easy. The change could have been confusing for dealers, and she’s really helped make that transition almost seamless. Her personal touch really really helps our customers.”

To the Future

Metrie’s reps are here to support and educate their dealer customers. Ann and the rest of the Metrie team are passionate about helping customers differentiate themselves in a competitive construction market.

Ann says, “For dealers who are trying to win new business and continue to bring leading product lines to their customers first, they should partner with their local Metrie rep to explore possibilities further.”

To get started, [visit the Metrie website](#). 📌



One Panel Mould Product, Five Different Ways

As homeowners become more knowledgeable and more involved in choosing building products for their home, the professionals who work with them are increasingly challenged to help them make the best moulding selection for their home's style. This article offers five inspiring room designs using panel mould and includes helpful tips for homeowners and pros alike.

Audience

Designers, DIYers, Homeowners,
Dealers, Contractors

With the explosion of design resources, from TV and magazines to online resources like Pinterest and Houzz, homeowners are savvier than ever before when it comes to design. They know what they like, and they've got the screenshots and clippings to show you exactly what they want in order to bring their vision to life.

A challenge for dealers, contractors and designers is helping homeowners understand why they like the images they bring to you. The goal of this article is to help you discuss with your clients that a room is more than just paint color and patterned prints; we want to help you discuss how panel moulding will help them achieve the look and feel they want from the room of their dreams.

Why Use Panel Moulding

Moulding is one of the easiest and most cost-effective design features builders and designers can include to increase the [perceived value of a home](#). Using high-end finishings like trim and moulding gives any room a sense of completion, and tells a prospective homeowner they're going to get a high value for their money.

Realtors use terms like "craftsmanship" and "pride of ownership" when they talk about homes with updated moulding, and those terms have a direct impact on a home's price tag. For builders and homeowners looking to attract quality buyers in a competitive marketplace, panel moulding can make a home shine.

Tips for Using Panel Moulding

Great design doesn't need to be complicated. Share these tips with your customers to help them get the look they would be pleased to show off to friends and family.

- Use painter's tape to lay out the boxes before anything is nailed in. Moulding designs can be hard to visualize, so this can help show what the final outcome will look like while ensuring proportions and measurements are correct.
- When it comes to outlets, there are a few options. The best option is to ensure the panel moulding design puts the outlet inside the created box. Another option is to have the moulding start and stop at the edges of the outlet. This works best with thinner profiles, so the break isn't as obvious. Alternatively, create the panel moulding boxes so the outlet is set outside of the design instead of inside of a box.
- For tall and large rooms, break up your wall by including chair rail.
- While panel moulding can be a great design enhancement, it is important that the space looks intentional, not cluttered. A best practice is to keep at least four inches between panel moulding and crown moulding at the top, and four inches between panel moulding and baseboards at the bottom.
- Choose baseboard, trim and moulding with a similar look and feel to keep a consistent aesthetic throughout the room and between rooms. The Option {M} combinations are pre-selected to make sure everything from moulding to trim to doors looks intentional when installed in the space together.
- Choose moulding that works with the size and height of the room. The taller the room, the taller the moulding you can use. Choosing a profile that is too tall for a smaller room with lower ceilings will make the whole space feel smaller and cramped. The same goes for thickness of the moulding: larger rooms can have thicker moulding, while thick moulding could overpower a smaller room.

Mixing Classic & Modern



Metrie's Option {M} product line consists of curated combinations of moulding and interior doors that brings together the most sought-after decor styles. New Traditional is one of six styles that help make creating a truly finished space easy. This on-trend style brings a classic, tailored and sophisticated look to any room.

The moulding shapes include traditional sloping curves and modern bevels that can be used to tie the room together from floor to ceiling. Full-size panel moulding creates height while chair rail can define the area and give it a classic sense of spaciousness, and different profile thicknesses can drastically change the feel of a room. New Traditional gives classic a facelift, bringing a subtle sophistication and a sense of fun to traditional profiles.

Using Option {M} will help take the guesswork out of selecting moulding types, such as baseboard, crown, and casing, to ensure the completed room is finished with a distinctive look every time. Here are five creative ways that three design experts used Option {M} New Traditional moulding to create five unique spaces.

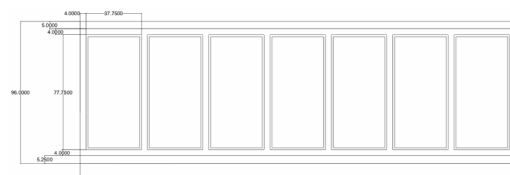
Using the New Traditional Style

A Glass of Bovino, Living Room

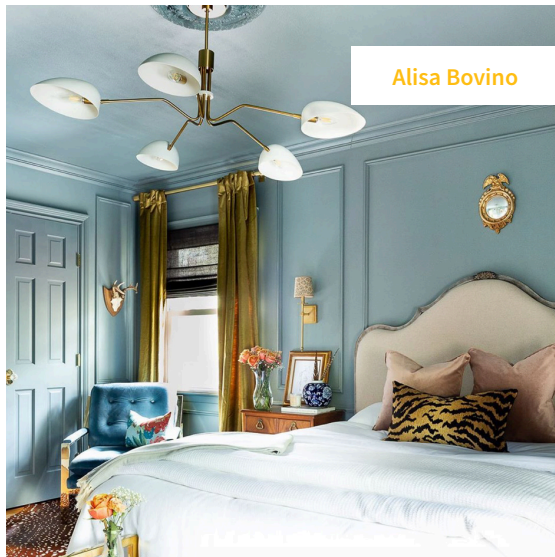
In this living room, extra-large boxes using Option {M} New Traditional moulding take up the whole length of the wall with multiple boxes per wall, creating uniformity and also drawing the eye from one panel to the next, farther into the room. The thinner profile of moulding is ideal for this kind of design, as it creates visual interest without conflicting with the many other design and decor details of the room.



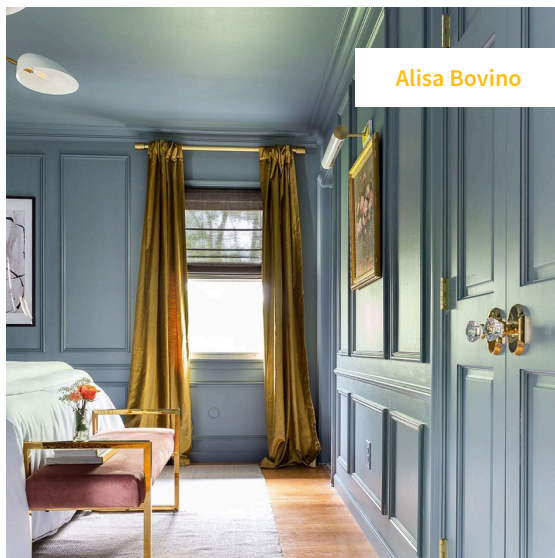
Using long, thin boxes adds soft refinement that complements the elegant dark green velvet couch, while the leopard print accent chairs add a fun, contemporary twist. The panel moulding in this design is used more as a subtle accent, leaving the decor as the star of the show, unlike the bedroom discussed next.



A Glass of Bovino, Master Bedroom



In the same home as the living room featured on the previous page, designer Alisa Bovino from [A Glass of Bovino](#), used a similar design style that gives a different feel, thanks to different size boxes. Instead of the boxes flowing the entire length of the wall, the multiple boxes are set above and below a chair rail that wraps the entire room.



In the bedroom, Bovino used the same New Traditional moulding profile as in the living room to work as a frame for artwork and complement the deeper-set profiles of the closet doors. The moulding works well with the dramatic and eye-catching features, like the floor-to-ceiling gold curtains and statement piece light fixtures to add subtle sophistication to the bolder pieces.

By using panel moulding and adding chair rail, Bovino was able to create a completely different feel to the bedroom compared to the living room, while still ensuring both rooms work together in harmony. While the panel moulding in the living room above is used as a background element, this panel moulding takes center stage as a main part of the design.

In these two rooms, Bovino has cleverly used the New Traditional panel moulding in two very different ways.

Andrew Pike, Condo

If your client wants continuity throughout their whole home, or condo in this case, why not use the same design throughout? Celebrity designer Andrew Pike, from [Andrew Pike Interiors](#), used a double box of panel moulding that follows the entire length of the wall in several different areas of this condo.





On each of the three walls, one in the bedroom, one in the hallway and one in the sitting room, there are three sets of double boxes, all in the same New Traditional profile. This creates a wonderful flow and feeling of unity throughout the entire space.



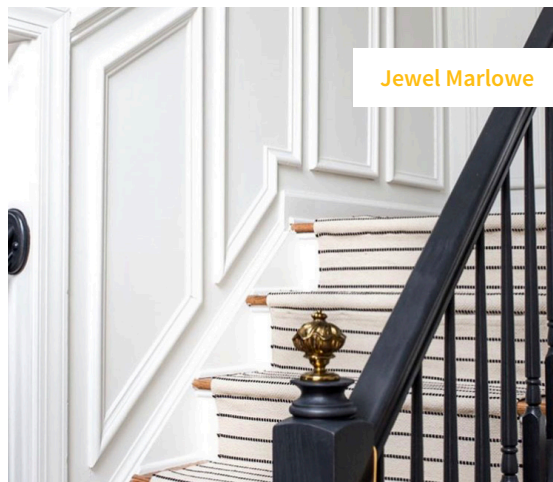
Jeweled Interiors, Bedroom

Jewel Marlowe of *Jeweled Interiors* took a bold approach by using wider panel moulding in this bedroom. The thickness creates a clean, simple pattern that contrasts with the playful illusion of the carpet. The linear pattern repeats throughout, from the headboard to the striped comforter, all the way down to the tassels on the blankets and bed skirt.



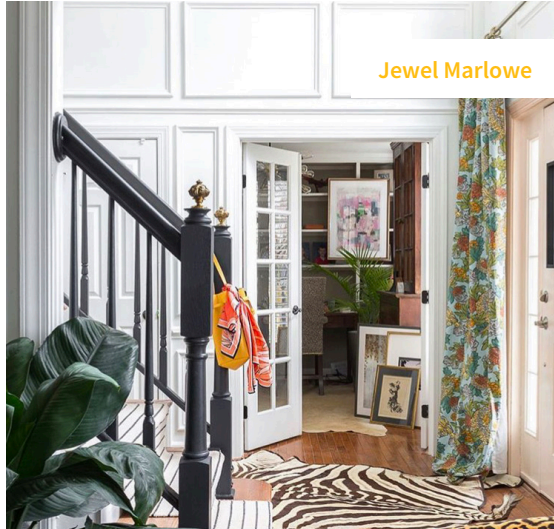
To prevent the room from becoming overwhelming and keep a sense of control, moulding boxes are the same width throughout, and they're broken up by a central chair rail. The uppermost boxes work with the angled ceiling, using triangular and trapezoid shapes to blur the lines between wall and ceiling and add a sense of height to the room.

Jeweled Interiors, Hallway and Stairs



Hallways and staircases are often a missed opportunity for personalization and customization, but not for Marlowe.

In the same home as the bedroom featured previously, chunky moulding helps to maintain this home's distinctive style, even in a mostly functional space. The high boxes work well with the tall ceilings, and angled boxes follow the flow of the stairs to create a sense of fluidity.



Marlowe used panel moulding and chair rail distinctively in this hallway, but because she used all Option {M} New Traditional profiles in her home, she was able to ensure that the moulding flows smoothly from the bedroom into the entry hallway for a sense of balance.

Find the Perfect Moulding

To find the perfect moulding and a trusted partner to support your next design project, check out [Option {M}](#) on the Metrie website or reach out to your Metrie Representative to find out what Option {M} styles and profiles are available in your region. 📍



10 Tips to Help Contractors Improve Customer Satisfaction & Increase Repeat Business

Repeat customers are vital to the success of contractors. We've put together a few simple tips any contractor can use to help ensure their homeowners are happy. Share this with new and seasoned contractors you work with to help them make the most of their next home remodel project.

Audience
Dealers, Contractors

If you work in the residential market, you know how hard repeat business can be to come by. But when the alternative is continually selling and looking for new customers, knowing that past clients will come back to you and recommend you to others brings significant peace of mind and helps pay the bills.

Making sure your customers are satisfied and will call you first the next time they have a project is essential to running your business successfully.

Here are our top 10 tips for improving customer satisfaction and increasing repeat business.

Tip 1 Put Homeowners at Ease

You spend all day, everyday living and breathing home improvement projects, but for most of your homeowner customers, this is their first venture into home repair and updates. Help put them at ease by listening to their concerns and making sure they know they are heard, not only at the beginning of the project but through the end.

Encourage them to ask questions about any part of the project, and be sure to answer them without too much technical language. Talk to them about why you choose the products and processes you do, and what you've learned over the years. Knowing they have a seasoned, trusted professional working on their home will help ease their mind and build trust in you for this and future projects.

Tip 2 Create a Clear Contract

Be very clear about the project terms. Your contract should include exactly the project you'll be completing and the steps that will be taken to get there. This will help both you and the homeowner feel comfortable with the scope of the project. They will understand what work is being done, and you'll have something to protect yourself if they start asking for "just one more thing."

But still, make sure to listen to the needs of the homeowner and how they may change throughout the project. They know you're the expert, but if you brush off the homeowner's

concerns, they'll feel neglected no matter how good a job you do. The key to repeat business is to create a relationship where you're a trusted resource, not a know-it-all.



Tip 3 Ensure Clear, Consistent Information

Try to keep one point of contact for the project or, at the very least, always use the same communication method (i.e. email OR text OR phone calls). If the customer prefers to use the phone, follow-up with an email to confirm details—particularly any changes—so that everyone has a record of what was agreed to.

When preparing the statement of work, share a detailed timeline of every step in the process so the homeowners understand how long each step should take and what steps depend on the completion of a previous step or how a delivery delay can affect the timeline.

If delays are anticipated, the reason and what you plan to do to get back on schedule should be communicated to the customer as promptly as possible. They will often be understanding, particularly for circumstances beyond your control, but will be less so if you only admit to the issue when it has become a significant hurdle.

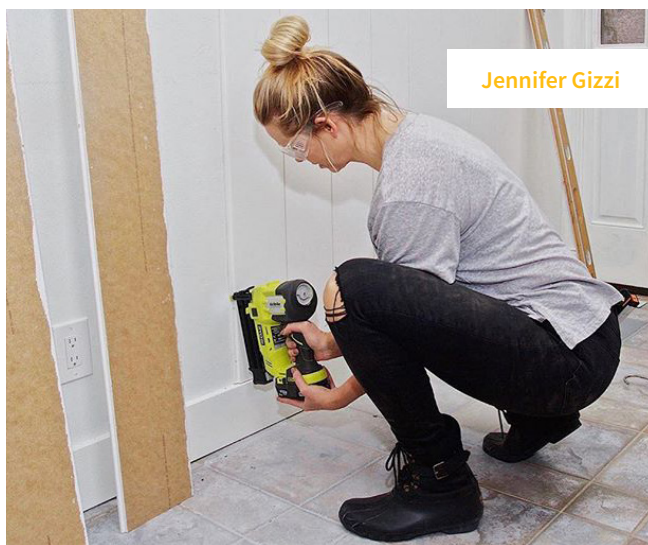
Also, don't just wait until delays arise or you run into complications to discuss the project timeline. Every time a major stage of the work is completed, communicate it to the client, along with any delays to the next stages that may have come from the completion of this stage or let them know if you are now ahead of schedule.

Tip 4 Create Visual Communication Whenever Possible

It can be hard for your homeowner customers to understand exactly what you mean when you use industry jargon. Visuals can help bridge this barrier to communication. This could be a visual representation of your project schedule or a quick sketch of what you're planning to install, so they understand the steps.

Tip 5 Establish Payment Terms and Conditions at the Start

An argument over money is the fastest way to lose a repeat customer. Establish exact terms and conditions before any work is started so everyone is on the same page and no one feels ripped off. This includes not only how much the work will cost, but any deposits, milestone payments, the amount due on completion and how quickly the customer is expected to pay.



Tip 6 Let Clients Know When You Are Available to Talk

Make sure to offer consistent and reliable communication times. Be very clear about when you are available for questions or concerns the client may have. You don't want

to spend all day stopping what you're doing to answer the phone. Instead, create clear boundaries and, most importantly, answer the phone during those times.

Tip 7 Keep Clear Records

Unfortunately, discrepancies will pop up occasionally. By keeping clear, detailed records of everything you've purchased for the job, payments out, etc., you'll be able to provide proof that you've kept to your contract or explain why your budget had to increase.



Tip 8 Ask for Feedback and Testimonials

If you want to attract new clients, make sure you ask current clients for a testimonial after the job is done. There's nothing like glowing praise from a client to not only make you feel good but to show to other potential clients that you are reliable, trusted and produce good work.

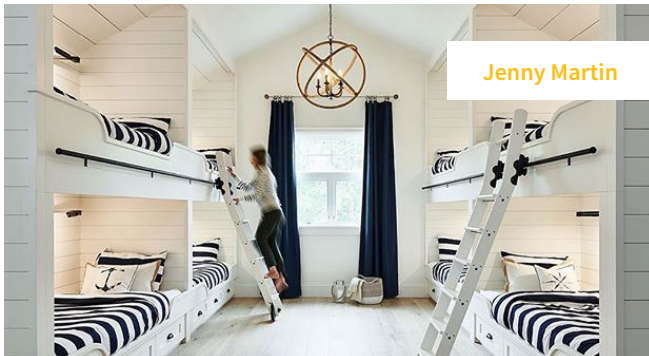
Giving good feedback has the added bonus of cementing your quality in your client's mind, so they'll be more likely to hire you for future work.

And if they post the feedback to social media or review sites, such as HomeStars or Angie's List, anyone interested in your company can see the good reviews for themselves, without having to ask you for references.

Tip 9

Send a “Thank You for Your Business” Email or Card

Once the project is over, make sure to thank the homeowner for their business. This can be an email or a handwritten card (if you really want to impress them). By thanking the customer, you’ll leave a positive impression in their mind.



Jenny Martin

Find Your Next Best Client

Your next best client is the one you already have. With a steady roster of repeat clients, you can spend less time selling your services and more time working on projects that keep the money coming in.

By maintaining good communication during all phases of the project, answering questions in a way that makes customers feel heard, and delivering high-quality work, you’ll quickly earn a reputation as a trusted partner among homeowners.

To find trusted partners of your own, visit the Metrie website to [find local dealers and suppliers](#) ready to help make your next project a success. 🌟

Tip 10

Ask to Take Pictures of the Completed Job

To attract new clients and improve your business’s marketing, ask if you can take pictures of the completed job. You can post these to social media and your website to show the quality of your work. And if you received a testimonial from that client too, you can put that with the images for an extra boost. Just be sure to get permission to post their testimonial if it was given privately.



2020 Trend Watch: Finish with Color

See how colors of the year from Benjamin Moore, Sherwin Williams and Valspar can be used to enhance your customers' space—as well as their mouldings.

Audience

Dealers, Contractors, Builders, Homeowners

The reports are in and the hottest colors for 2020 have been announced! We're here to help you navigate between the soft, bold and subdued color choices, with tips on how these hues can enhance your customers' space—as well as their mouldings.

The wide variety of colors from [Benjamin Moore](#), [Sherwin Williams](#) and [Valspar](#) will offer your customers a magnitude of options when it comes to personalizing their home. Each color can be used either as a neutral base for different rooms or as a detail to accentuate the trim and characteristics of the space.

Now let's take an individual look at each brand's color predictions to help kick-off the next decade of design.

Benjamin Moore, First Light

Want to add color without overwhelming your room? Benjamin Moore's color of the year, [First Light](#), is a refreshing rosy color that is the perfect solution to break up your white spaces with the subtle addition of color.

"We selected First Light 2102-70 as our Color of the Year 2020 to represent a new dawn of idealism, design and living," said Andrea Magno, Benjamin Moore Director of Color Marketing and Development. "First Light 2102-70 reflects a new definition of the home – a shift in mindset from the material to satisfying the core needs in life: community, comfort, security, self-expression, authenticity and ultimately, optimism."



We recommend using this modern blush color in areas where you want to add some chic subtle style. If a pink color doesn't appeal to your customers, Benjamin Moore also released nine additional, complementary colors as part of their Color Trends 2020 palette, including the earthy [Cushing Green](#), creamy [Golden Straw](#) and calming [Buxton Blue](#).

Taking a closer look at the Color of the Year, this bathroom pictured above combines First Light with another one of the highlights for 2020, [White Huron](#). The warm off-white is optimal for ceilings, doors or trim that you want to keep neutral. The decor, including the mirror frames, towels and bench are various complementary shades of brown suggested by Benjamin Moore to pair with First Light to bring out its blush tones.



If you would like to see more of this finished space in its original form, check out [Samantha Knoll's Instagram](#).

If you want more contrast, pairing Benjamin Moore's [Thunder](#), a color that can be both warm and cool, with First Light can provide more visual interest while still maintaining a soft atmosphere. These two colors are perfect for a nursery, as shown in the above-reimagined space, which was originally designed by realtor [Samantha Knoll](#).

Sherwin Williams, Naval

The deep sapphire-like hue, inspired by the night sky and deep-sea, is called [Naval](#), and it is Sherwin Williams' new, "go with everything" neutral that is replacing traditional black in 2020.

"We're predicting that the next decade in color is going to be bold. This year we saw the return of the '70s, and next year we think the vibrant energy and luxurious design of speakeasies will make a comeback," said Sue Wadden, director of color marketing at Sherwin Williams. "Naval merges the desire for rich, inspiring color with our yearning for relaxation and retreat. In the next 10 years, we'll continue to move away from omnipresent neutrals and design will feel more personal again."

The rich blue will pair perfectly with marble and mixed metallics or natural textiles and coastal-inspired decor. It really can be used to help create many different decor styles from traditional to contemporary.



Sherwin Williams recommends pairing the versatile Naval with other warm earthy tones, such as [Midday](#), a lighter yellow, [Tarnished Trumpet](#), a darker golden hue and [Kale Green](#), a grounded tone.

This bold blue adds a contemporary class to the recolored dining room above, originally designed by Heather Cochran for Terrene Homes, while balancing the depth of the color with white trim. Panel mould boxes and chair rail in the same Naval color help create visual interest and break up the vast wall by adding a sophisticated design.



If you would like to see more of this finished space in its original form, visit Jo Alcorn's blog, [AlcornHome.com](https://www.alcornhome.com).

If this eye-catching color is too dark or vibrant for your customer's entire space, you can always recommend using it on a feature wall of shiplap or board and batten. The above bedroom, originally designed by [Jo Alcorn](#), has been reimaged to showcase the board and batten wall treatment in Sherwin Williams' Naval. The golden accessories and white furniture in the space also complement the bold blue and keep the room from being overpowered by the dark walls.



Don't forget about offering paint suggestions for your customer's doors—and we are not just talking about their front door. Interior doors painted in a color like Naval can really make a bold design statement but on a smaller, more moderate scale than a full room or feature wall.

Valspar

Why have just one color prediction when you can have a dozen? Valspar has announced 12 colors for 2020, comprised of various subdued hues inspired by nature.

“Earth's prescription for the chaotic, busy lives we all live is to bring the tranquility of nature and the outdoor world into the home. That's exactly what we set out to accomplish when forecasting the 2020 Colors of the Year,” says Sue Kim, Valspar Color Marketing Manager at Sherwin Williams.

A few highlights are [Bombay Pink](#), [Winter Calm](#), [Mint Whisper](#) and [Secluded Garden](#). These options are great for when your customers want to add color to their walls and trim without overwhelming their space. All of Valspar's colors pair exceptionally well with white, dark wood and metallics.



In the bedroom above, the elegant Secluded Garden is used on the walls with the calming [Secret Moss](#) for the trim. The unconventional mixture of these two greens allows for harmony in the space while still creating visual variety. The jewel-tones of Secluded Garden are enhanced by the [Pale Powder](#) curtains, with everything coming together to create a serene and earthy feel.

You can recommend using the crisp Mint Whisper in smaller spaces like a spa-like master bathroom to help create a sense of tranquility, and for an enhanced elegance, suggest using the fresh hue on a panel mould wall treatment. The recolored bathroom from [Leslie of Deeply Southern Home](#), showcases this, and when paired with white baseboard and crown moulding and the soft greige Winter Calm window casing, the result is a light and airy look and feel.

While the uses for these annual color predictions and their complementary palettes are endless, especially with moulding and doors, the examples shared will help you and your customers start the next decade on-trend and in style. And if these brands or specific colors are unavailable to you, don't panic! Either color match the hue or suggest a similar shade that is available to your customers. 🌻



If you would like to see more of this finished space in its original form, visit [DeeplySouthernHome.com](#).



All images shown have been digitally altered with approval.